CHAPTER THREE
RESEARCH METHODOLOGY

This chapter describes: (1) the subjects, (2) the materials, (3) the procedures used in the collection and (4) the data analysis.

3.1   SUBJECTS

The population of this study refers to the foreign customers of Tip-Top restaurant at Patpong during the period of collecting questionnaires. By using a randomized sampling technique, a sampling size of 100 foreign customers was achieved.

3.2   MATERIAL

The questionnaire developed as an instrument for data collection in this survey is divided into 3 main parts:

Part 1 contains close-ended questions on personal information of the samples: their gender and age. The respondents' nationality was asked by an open-ended question because they came from different parts of the world.

Part 2 is designed in the Likert Scale comprising 17 attitudinal statements to find out the foreign customer satisfaction toward the appearance of the restaurant, staff, and food. The scale for 17 statements ranged from 'excellent' to 'poor'. Below each sub topic, space is given for respondent comments. The criteria and meaning of the rating scale is clearly presented in the following table:

Rating score	Interpretation of score
5	Excellent
4	Good
3	Average
2	Below Average
1	Poor

At the end of the foreign customer satisfaction toward the food part, there are close-ended questions to ask what the respondents think about the price and what nationality cuisine the respondent chose.

Part 3, it is a close-ended question to ask about which promotions the respondents would like the restaurant offer. The rest of all is about whether they will return and recommendations of the respondents. At the end of almost each statement of this part, the questionnaires provide the space for the respondents to give reasons.

3.3   PROCEDURE

3.3.1   Research Design

This study was aimed to measure the foreign customer satisfaction level toward Tip-Top restaurant, Patpong by applying a descriptive cross-sectional design as the research instrument.

3.3.2   Data Collection

A survey was conducted by using questionnaires. The questionnaires were distributed to 100 foreign customers who came to have any type of meal at Tip-Top restaurant, Patpong from early December 2007 to January 2008. The respondents were also asked for their willingness to answer before being given the questionnaires.

3.4   DATA ANALYSIS

In order to obtain the results of foreign customer satisfaction level, 'Statistical Package for the Social Science' (SPSS for windows) was used to analyze the data obtained from the respondents on mean, frequency, and percentage. After the respondents filled out the questionnaires the scores of satisfaction level were analyzed and described by Likert scales as follows:

Level	Mean
Excellent	4.21-5.00
Good	3.41- 4.20
Average	2.61-3.40
Below Average	1.81-2.60
Poor	1.00-1.80

Other responses are descriptively analyzed and presented in the discussions.

In summary, this chapter has shown the research subjects, materials, procedures, and data analysis. In the next chapter, the research results will be presented.